

Dear Colleagues:

We need you to send an e-mail/letter to Dr. Peter Cressy of the Distilled Spirits Council of the United States (DISCUS) about a positive change in industry practice related to alcohol advertising and marketing. His contact information is below.

Periodically shifts in alcohol policy occur that merit attention, celebration and replication. Certainly, .08 was one such shift and others include policy changes such as increased or enhanced enforcement strategies related to drunk driving, mandated server training and the big one - minimum drinking age of 21.

We are beginning to see another positive shift that could change the way alcohol manufacturers market their products. Parents and the advocacy community have long been concerned about youth exposure to alcohol advertising. We don't want young people, which constitute about 15 percent of the U.S population age 12 and above, overly exposed to messages about the benefits of drinking. The alcohol industry trade groups have long sought to self-regulate on these important matters. While self regulation, establishing advertising codes and even creating third-party review of advertising have helped, they have not achieved our goals of having advertising exposure limited to the size of the population group. Now there is hope for change and that change is a voluntary move by one industry representative.

After lengthy discussions with leadership in the National Association of Attorneys General and with advocacy and policy groups such as the International Institute for Alcohol Awareness and others, Beam Global recently issued its Statement of Voluntary Principles for reducing youth exposure to the company's alcohol advertising. The statement includes a commitment to advertise only on television and radio programs or in magazines with less than 25 percent youth audiences, and to achieve annual aggregate average exposure for each of its brands in each medium of no more than 15 percent youth audiences. Further, the company also agrees to refrain from producing flavored malt beverages (also referred to as "alcopops"). These are significantly more protective than current alcohol industry codes, which permit up to 30 percent of youth audiences and permit the production of alcopops.

We suspect that other alcohol manufacturers are not happy with the BEAM decision. This suspected displeasure is a mystery if they are truly committed to preventing young people from accessing their products. Regardless, we urge you to contact DISCUS and ask them to promote industry policies that mirror the efforts of Beam Global. At least 37 State Attorneys General have signed on to a letter supporting Beam's decision.

We have written a DRAFT letter that you can use or modify that can be FAXED on your stationary to Peter Cressy of DISCUS. We urge you to send a copy of your communication to your Attorney General. Let your AG know you care about this issue and urge him or her to support the AG's collaboration with Beam to limit alcohol advertising in youth markets.

When alcohol organizations get it right, we should let their trade associations and policy makers know. We can always find reasons to criticize, but when change takes place, we need to affirm the change and encourage industry adoption of the change. So, please take a few moments and send the letter or a version of the letter to Dr. Cressy.

[Click here for a draft version of this letter.](#)

Sincerely,

James E. Copple
Director
IIAA

DISCUS CONTACT INFORMATION

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